Jebel Jais and the spectacular Hajar Mountains

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3rd UNWTO Euro-Asian Mountain Resort Conference
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Government of Ras Al Khaimah
Introducing Ras Al Khaimah
Multi award winning destination video
‘Beyond a Journey’
Natural Assets
Our natural assets informed our **Destination Strategy 2019** - To attract 1 million visitors to Ras Al Khaimah by end 2018, focusing on 3 tourist segments.

**Cultural Explorers**
Un-spoilt and rich heritage dating back over 7,000 years.

**Wellness Seekers**
Potential for innovative development of spa resorts.

**Active Adventurers**
Authentic nature based experiences, offering thrilling adventures
Active Adventurers – our research uncovered insights which informed our product development strategy in the mountains

Active Adventurers are looking to:
• explore emerging destinations and broaden their minds
• try new activities, experiential tourism, exploring nature, meet locals
• Push their physical limits
Activities range from star gazing, camel/ horse riding and cookery classes to hiking, mountain biking, kayaking and zip-lining.
How do we develop the untouched Hajar Mountains to maximise the adventure tourism potential – in a sustainable way?

Jebel Jais – The highest mountain in the UAE and 10 degrees cooler than sea level.

We identified a product that would put Ras Al Khaimah on the Adventure Tourism Map – and launched the Via Ferrata in November 2016.
Via Ferrata Video
Via Ferrata was launched in mid November 2016 and the attraction has received a positive response so far.

**Via Ferrata**

- Comprised of three individual start and finish points, as well as three zip-lines measuring 165 ft., 195 ft. and 985 ft., it caters to a wide range of ages and fitness levels. It has enjoyed great success to date, and we plan to expand it even further in time for a new season opening in October.

**Via Ferrata performance in Dec 2016**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Weekday Occupancy</td>
<td>71%</td>
</tr>
<tr>
<td>Weekend Occupancy</td>
<td>94%</td>
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<tr>
<td>Average Occupancy</td>
<td>81%</td>
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How do we develop the untouched Hajar Mountains to maximise the adventure tourism potential – in a sustainable way?

Following the great success of Via Ferrata, we are working on developing more mountain tourism products.
Ras Al Khaimah’s success in 2016 is based on a solid tourism strategy. Our focus for 2017 and beyond is to grow sustainably.
Thank you